ABSTRACT OF THE DISCLOSURE

Provided are a method and apparatus for transmitting module reference information representing application resources in a data carousel scenario of a DASE data broadcasting system. The method includes inserting uniform resource identifier (URI) information into a DownloadServerInitiate (DSI) message that provides information regarding a module group, the module group having a predetermined number of modules and the URI information being shared by modules belonging to the module group, and inserting the remaining URI information, except for the shared URI information, into a DownloadInfoIndication (DII) message that provides the module information. Accordingly, it is possible to save space in a DII message and consequently insert more modules into the DII message.